

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 MMO-04 ABF-01 /023 W

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R 151515Z APR 76

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9792

USDOC WASHDC

USIA WASHDC

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2785

FOR: WASHINGTON COMMERCIAL ACTION GROUP (WCAG)

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: COUNTRY COMMERCIAL ACTION GROUP (CCAG) FOR ECUADOR, QUARTERLY MEETING

REFS: A) QUITO 0370 B) STATE 54879

1. THE CCAG HELD ITS QUARTERLY MEETING ON APRIL 14 TO REVIEW PROGRESS OF THE FY 1976 CCP. DISCUSSIONS WERE BASED ON REVISED CCP AS SET FORTH IN QUITO 7823. CCAG FOUND NO SIGNIFICANT EXCEPTIONS FROM ACTIONS REQUIRED TO BE TAKEN DURING THIRD QUARTER, AND RESPECTIVE CAMPAIGN MANAGERS REPORTED THAT ACTIONS REQUIRED DURING CURRENT QUARTER HAVE ALL BEEN INITIATED. EMBASSY IS REPORTING SEPARATELY ITS WRAP-UP ASSESSMENT ON STATUS OF FY 1976 CCP.

2. ALSO ON AGENDA WAS DISCUSSION OF MISSION'S DRAFT FY 1977 CCP AS REPORTED IN QUITO A-12 OF FEBRUARY 5. CCAG CONCLUDED THAT THE CAMPAIGNS, THE NON CAMPAIGN INITIATIVES AND THE PRIORITIES SET FORTH IN THAT DRAFT SEEM WELL FOUNDED. WE LOOK FORWARD TO VISIT OF USDOC COUNTRY MARKETING MANAGER FOR ECUADOR, THOMAS K. BREWER, FOR FURTHER DISCUSSIONS OF THIS DRAFT. WOULD APPRECIATE KNOWING SOON AS POSSIBLE BREWER'S PLANS FOR TRAVEL TO ECUADOR FOR THIS

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PURPOSE, AND WHETHER HE WILL BE ACCOMPANIED BY REPRESENTATIVE

TATIVE OF STATE (AND IF SO, WHO?).

3. CCAG ALSO REVIEWED SUBSTANCE OF MISSION'S PROPOSED RESPONSE TO STATE 54879, OUTLINING CAMPAIGNS AND INITIATIVES TO BE INCLUDED IN FY 1978 CCP.

4. E/C COUNSELOR ALSO REPORTED THAT E/C SECTION IS CURRENTLY PREPARING VOLUNTARY UPDATE OF THE MAJOR PROJECTS SUMMARY REPORT, QUITO A-106, SUBMITTED LAST OCTOBER. HE SOLICITED SUGGESTIONS FROM ALL CCAG MEMBERS FOR INFORMATION TO BE INCLUDED IN THIS REPORT.

5. THE E/C COUNSELOR FURTHER REPORTED THAT ARRANGEMENTS HAVE BEEN COMPLETED FOR THE EMBASSY'S LOCAL EMPLOYEE WHO IS A MEMBER OF THE MARKET ANALYSIS UNIT (MAU) TO DEVOTE AN AVERAGE OF THREE HOURS DAILY TO VISITS TO SOURCES OF COMERCIAL INFORMATION OUTSIDE THE EMBASSY, IN ORDER TO FERRET OUT ADDITIONAL TRADE OPPORTUNITIES THAT MIGHT OTHERWISE BE MISSED, TO OBTAIN INFORMATION FOR POST-INITIATED MARKET STUDIES, TO PROMOTE ECUADOREAN PARTICIPATION IN FOREIGN BUYER GROUP TO U.S. EXHIBITIONS, AND FOR SIMILAR HIGHLY-PRODUCTIVE PURPOSES. THE MAU EMPLOYEE'S ACTIVITIES FOR THESE PURPOSES ARE BEING CARRIED OUT UNDER A WORK PROGRAM DRAWN UP BY THE TRADE PROMOTION OFFICER (WHO SERVES AS SUPERVISOR OF THE MAU), WITH THE EMPLOYEE'S VISITS SELECTIVELY TARGETED TO SUPPORT ACTIONS REQUIRED UNDER THE CURRENT CCP.

6. THE ECONOMIC/COMMERCIAL OFFICER PARTICIPATING FROM CONSULATE GENERAL GUAYAQUIL REPORTED THAT HE IS ACTIVELY ENGAGED IN DISCUSSIONS WITH POTENTIAL CONTRACTORS IN GUAYAQUIL WHO COULD BE HIRED TO DO MUCH OR ALL OF THAT POST'S WORLD TRADE DIRECTORY REPORTING, THEREBY FREEING UP ONE OF HIS TWO LOCAL ASSISTANCE TO CARRY OUT MAU WORK AS IS NOW BEING DONE IN QUITO.

7. THE NEXT MEETING OF THE CCAG HAS BEEN SCHEDULED FOR JULY 14.
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